

SERFF Tracking Number: UHLC-126673129 State: Arkansas
 Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 45932
 Company Tracking Number: TV56 (6/10)
 TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
 Plans 2010
 Product Name: Medicare Supplement
 Project Name/Number: Print Advertising/TV56 (6/10)

Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: Medicare Supplement SERFF Tr Num: UHLC-126673129 State: Arkansas
 TOI: MS08G Group Medicare Supplement - SERFF Status: Closed-Filed- State Tr Num: 45932
 Standard Plans 2010 Closed
 Sub-TOI: MS08G.001 Plan A 2010 Co Tr Num: TV56 (6/10) State Status: Filed-Closed
 Filing Type: Advertisement Reviewer(s): Stephanie Fowler
 Author: Tammy Frederick Disposition Date: 06/21/2010
 Date Submitted: 06/14/2010 Disposition Status: Filed-Closed
 Implementation Date Requested: On Approval Implementation Date:

State Filing Description:

General Information

Project Name: Print Advertising Status of Filing in Domicile: Pending
 Project Number: TV56 (6/10) Date Approved in Domicile:
 Requested Filing Mode: File & Use Domicile Status Comments:
 Explanation for Combination/Other: Market Type: Group
 Submission Type: New Submission Group Market Size: Large
 Overall Rate Impact: Group Market Type: Association
 Filing Status Changed: 06/21/2010 Explanation for Other Group Market Type:
 State Status Changed: 06/21/2010
 Deemer Date: Created By: Tammy Frederick
 Submitted By: Tammy Frederick Corresponding Filing Tracking Number: TV56 (6/10)

Filing Description:

RE: UnitedHealthcare Insurance Company
 AARP Medicare Supplement Advertising Material
 TV Advertisement
 NAIC No: 0707-79413
 File No: TV56 (6/10) (PLEASE USE THIS NUMBER IN ALL CORRESPONDENCE)
 Invitation to Inquire Method for Dissemination - Direct Mail Policy Form NO. GRP 79171

Dear Commissioner:

SERFF Tracking Number: UHLC-126673129 State: Arkansas
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Company Tracking Number: TV56 (6/10)
TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
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We enclose for your information and review, proof copies of advertising for use in connection with the AARP group health insurance program. The attached TV advertisement is new and does not replace any TV advertisement currently approved by the Department.

The following [City Name] is bracketed on the attached script because the city will be personalized for local TV markets.

This Invitation to Inquire is a Medicare Supplement Advertisement. The Policy Form Number GRP79171 GPS-1 appears on TV56 (6/10). Please note that the component number will appear in the bottom left hand corner of the first screen.

We trust the enclosed form is in order and look forward to your prompt acknowledgment of this filing. If you have any further questions you can contact me at 215-902-8444. If you prefer, you may also send a facsimile to me at Fax: 215-902-8813 or send an email to Susan_J_Cipollo@uhc.com.

Sincerely,

Susan J. Cipollo
Director Marketing Compliance

SJC/tmf

LIST OF ENCLOSURES
MEDICARE SUPPLEMENT
TV ADVERTISEMENT
2010

TV56 (6/10) - TV ADVERTISEMENT

Company and Contact

Filing Contact Information

Susan Cipollo, Director
680 Blair Mill Rd.
Horsham, PA 19044

Susan_J_Cipollo@uhc.com
215-902-8444 [Phone]
215-902-8813 [FAX]

Filing Company Information

UnitedHealthcare Insurance Company

CoCode: 79413

State of Domicile: Connecticut

SERFF Tracking Number: UHLC-126673129 State: Arkansas
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TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
Plans 2010
Product Name: Medicare Supplement
Project Name/Number: Print Advertising/TV56 (6/10)
185 Asylum Street Group Code: 707 Company Type: Life and Health
Hartford, CT 06103 Group Name: State ID Number:
(860) 702-5000 ext. [Phone] FEIN Number: 36-2739571

Filing Fees

Fee Required? Yes
Fee Amount: \$50.00
Retaliatory? No
Fee Explanation: per form, 1 form
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$50.00	06/14/2010	37196980

SERFF Tracking Number: UHLC-126673129 *State:* Arkansas
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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	06/21/2010	06/21/2010

SERFF Tracking Number:	UHLC-126673129	State:	Arkansas
Filing Company:	UnitedHealthcare Insurance Company	State Tracking Number:	45932
Company Tracking Number:	TV56 (6/10)		
TOI:	MS08G Group Medicare Supplement - Standard Sub-TOI:		MS08G.001 Plan A 2010
	Plans 2010		
Product Name:	Medicare Supplement		
Project Name/Number:	Print Advertising/TV56 (6/10)		

Disposition

Disposition Date: 06/21/2010

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule Form	Schedule Item	Schedule Item Status	Public Access
	TV Advertisement	Filed-Closed	Yes

SERFF Tracking Number: UHLC-126673129 State: Arkansas

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Company Tracking Number: TV56 (6/10)

TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
Plans 2010

Product Name: Medicare Supplement

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Form Schedule

Lead Form Number: TV56 (6/10)

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 06/21/2010	TV56 (6/10)	Advertising	TV Advertisement	Initial		45.000	TV56 (6-10) xxx phone 5-26-10.pdf

A. Eicoff & Company

A Division of Ogilvy & Mather

401 North Michigan Avenue • Chicago, IL 60611

Telephone (312) 527-7100

TELEVISION SCRIPT

JOB # _____

CLIENT
PRODUCT
TITLE
CODE
LENGTH
DATE

UnitedHealthcare Insurance Company
AARP Medicare Supplement Insurance
“Real People/Competitive”
:60
5/26/10

Page 1

VIDEO

AUDIO

1. Super: Attention [City Name]

If You're on Medicare

This Message is for You
2. Dissolve to a man in home

environment near a workbench

Super: TV56 (6/10)
3. Dissolve to AARP Medicare

Supplement Insurance logo

Super: Competitively priced in your

area

Super 1-8xx-xxx-xxxx throughout

TTY 711 (rotates with Call

Now/Free Guide throughout)

Legal Super: The AARP Medicare
Supplement Insurance Plans carry the
AARP name and UnitedHealthcare pays a
royalty fee to AARP for use of the AARP
intellectual property. Amounts paid are used
for the general purpose of AARP and its
members. Neither AARP nor its affiliate is
the insurer.

AVO: Attention [City Name], if you're on Medicare, this message
is for you.

MAN: Let me cut to the chase. I'm looking for something to help
take care of what Medicare doesn't pay for. But I don't want to
spend more than I have to. A little help, please?

AVO: AARP Medicare Supplement Insurance Plans, insured by
UnitedHealthcare Insurance Company, are competitively priced in
your area.

TV56 (6/10)

A. Eicoff & Company

A Division of Ogilvy & Mather

401 North Michigan Avenue • Chicago, IL 60611

Telephone (312) 527-7100

TELEVISION SCRIPT

JOB # _____

CLIENT	UnitedHealthcare Insurance Company
PRODUCT	AARP Medicare Supplement Insurance
TITLE	"Real People/Competitive"
CODE	
LENGTH	:60
DATE	5/26/10

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VIDEO

AUDIO

- | | |
|--|--|
| <p>Dissolve to Legal Super: AARP does not recommend health related products, services, insurance and programs. You are strongly encouraged to evaluate your needs.</p> <p>4. Super:</p> <p>Medicare doesn't pay for everything</p> <p>Save up to thousands in out-of-pocket costs</p> <p>Legal Super: Medicare Payment Advisory Commission (MedPAC). <i>A Data Book: Healthcare spending and the Medicare Program</i>, June 2009.</p> <p>http://www.medpac.gov/documents/Jun09DataBookEntireReport.pdf (8 Mar, 2010) p. 63, 65.</p> <p>5. Super: Competitive rates</p> <p>Legal Super: Insured by UnitedHealthcare Insurance Company, Horsham, PA (United Healthcare Insurance Company of New York, Islandia, NY for New York residents). Policy Form No. GRP 79171 GPS-1 (G-36000-4). In some states, plans may be available to persons eligible for Medicare by reason of disability. All plans may not be available in your state/area.</p> <p>6. Super: Call now free Medicare Guide (picture of guide)</p> <p>Legal Super: Not connected with or</p> <p>TV56 (6/10)</p> | <p>AVO: Medicare doesn't pay for everything. These supplemental insurance plans help pay for some of those out-of-pocket costs.</p> <p>That could save you up to thousands of dollars a year.</p> <p>AVO: And with competitive rates, these plans might be right for you.</p> <p>AVO: Call now for your free information kit and Medicare guide.</p> |
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UnitedHealthcare Insurance Company
AARP Medicare Supplement Insurance
“Real People/Competitive”
:60
5/26/10

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VIDEO

AUDIO

endorsed by the U.S. Government or the Federal Medicare program.

This is a solicitation of insurance. An agent/producer may contact you.

7. Super:

The only Medicare Supplement

Plans that carry the AARP® name

New to Medicare?

Rates are competitive in your area

Legal Super: AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, brokers, producers, representatives or advisors.

Dissolve to Legal Super: Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.

8. Cut back to man.

9. Cut to end frame.

Super: Call now for free information
dissolves into Medicare-at-a-glance
booklet

AVO: These are the only plans of their kind that carry the AARP name.

And if you're new to Medicare or rethinking your current supplemental insurance plan, these rates are competitive and could be worth a look.

MAN: Now that's the kind of help I like.

TAG: Call now for your free information about AARP Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company.

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JOB # _____

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UnitedHealthcare Insurance Company
AARP Medicare Supplement Insurance
“Real People/Competitive”
:60
5/26/10

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VIDEO

AUDIO

1-8xx-xxx-xxxx

TTY 711

Super: TV56 (6/10)